



7217/57620

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Chihara HIRONO  
Serial No.: 09/236,886  
Filed: January 26, 2001  
For: INFORMATION DISPLAYING SYSTEM, INFORMATION  
PROVIDING APPARATUS, AND INFORMATION PROVIDING METHOD  
Group No.: 2672  
Examiner: M. Good-Johnson  
Date: October 2, 2002

Assistant Commissioner for Patents  
Box AF  
Washington, D.C. 20231

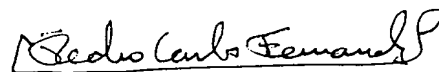
Sir:

Transmitted herewith is an Amendment in the above-identified application.

- ☐ No fee is required.
- ☒ The fee has been calculated as shown below.
- ☐ Total claims in excess of ☐ previously paid for, at \$18 (\$9)
- ☐ Independent claims in excess of ☐ previously paid for, at \$84 (\$42)
- ☐ Additional Fee for this Amendment
- ☒ This Response is being filed within the ☒ first month, ☐ second month, ☐ third month, ☐ fourth month, ☐ fifth month following the expiration of the term originally set therefor. Applicants Petition for an extension, and the fee of ☒ \$110 (\$55), ☐ \$400 (\$200), ☐ \$920 (\$460), ☐ \$1,440 (\$720), ☐ \$1,960 (\$980) is due and paid herewith.
- ☐ The fee of \$ ☐ set by 37 C.F.R. § 1.17(p) for the Information Disclosure Statement is due and paid herewith.
- ☐ A check in the amount of \$ 110.00 is attached.
- ☒ Please charge any additional fees or credit any overpayment to Deposit Account No. 03-3125.

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COOPER & DUNHAM LLP



Jay H. Maioli, Reg. No. 27,213  
Pedro C. Fernandez Reg. No. 41,741  
COOPER & DUNHAM LLP  
1185 Avenue of the Americas  
New York, NY 10036  
Telephone (212) 278-0400



#19/Req for Recon

7217/5762d 0-11-02  
K. A. Wall

Response Under 37  
C.F.R. 1.116  
Expedited Procedure  
Group Art Unit 2672

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Chiharu HIRONO  
Serial No.: 09/236,886  
Filed: January 26, 1999  
For: INFORMATION DISPLAYING SYSTEM, INFORMATION  
PROVIDING APPARATUS, AND INFORMATION PROVIDING  
METHOD  
Group A.U.: 2672  
Examiner: M. Good-Johnson

I hereby certify that this paper is being deposited  
this date with the U.S. Postal Service in first class  
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*Pedro C. Fernandez*  
Pedro C. Fernandez  
Reg. No. 41,741

10/2/02  
Date

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October 2, 2002  
1185 Avenue of the Americas  
New York, NY 10036  
(212) 278-0400

RESPONSE AFTER FINAL UNDER 37 CFR 1.116

Assistant Commissioner for Patents  
Box AF  
Washington, D.C. 20231

Sir:

Applicant responds to the Official Action of June 4, 2002,  
as follows.

Claims 1, 4-9, 12-16, and 19-22 remain in the application.

Reconsideration is respectfully requested of the rejection  
of claims 1, 4-9, 12-16, and 19-22 under 35 USC 103(a), as being

unpatentable over Dunworth et al.

The present invention recited in independent claims 1, 9, and 16 is intended to provide an improved information displaying system and method wherein:

(I) a map (stored in a first database) corresponding to a geographical location to be displayed is selected by a user by "a user's selecting operation" such as pressing "get map" on a displayed webpage,

(ii) first attribute information associated with business information corresponding to the geographical location is stored in a second database,

(iii) second attribute information corresponding to advertisement data is stored in a third database, and

(iv) an advertisement is displayed with said map after a correspondence between the first attribute information (business type in an area) and the second attribute information (advertisement data) is found.

An advantage of the improved information displaying system according to the present invention is that it enables a webmaster to control the advertisements being displayed independently from the user by adjusting the correspondence between the first and second attributes. That is, the geographical information to be displayed is selected by the user while the advertisements to be displayed are selected by the server.

It is respectfully submitted that Dunworth et al. fails to show or suggest an advertisement being displayed with a map selected by a user after a correspondence between first attribute

information (business type in an area) and second attribute information (advertisement data) is found by a correspondence determination section of an advertisement display commanding means.

In Dunworth et al. the user selects a geographical location and then the user is presented with "topical" information associated with the geographical location. See col. 2, lines 41-49.

The topical information can be obtained from a Yellow Pages List Description (YPLD) database, for example. See col. 18, lines 39-54 cited in the Office Action as disclosing first and second attribute information, and Figs. 2B-C, for example.

After the user is presented with topics from the yellow pages, the user can select one from the list and receive further information from the same YPLD database. See Figs. 2-7. As correctly pointed to in the Office Action at paragraph 6, in the system of Dunworth et al. the presentation to the user of "topical" information associated with the geographical location is required. It is submitted that no other alternative system is taught by Dunworth et al.

Looking at Dunworth et al. in the best light we see that at most it suggests the above-noted elements (I) and (ii). That is, a user selects a map and information associated with a business in the selected geographical area is displayed. It is respectfully submitted that nowhere in Dunworth et al. is shown or suggested an advertisement being displayed with a map after a correspondence between the business type in the map area (first

attribute) and advertisement data (second attribute) is found.

Further, the Office Action points to col. 18, lines 60-67 of Dunworth et al. as disclosing the recited "display commanding means pre-assigned with a unique identification code for accepting a user's selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation." It is respectfully submitted that the "namekey" function of Dunworth et al. is different than the recited display commanding means wherein a user's operation (pressing "get map" for example) triggers a process to transmit a unique identification code. The unique identification code triggers both processes performed by map drawing command means and advertisement display command means to display a map and an advertisement. In Dunworth et al. the namekey function is merely searching for a geographical location in a database.

Furthermore, the Office Action points to col. 18, lines 39-54 of Dunworth et al. as disclosing the recited "second data storing means...for storing first attribute information" and "third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data." It is respectfully submitted that, as noted above, Dunworth et al. at most is teaching that when a user selects a map, "topical" information associated with a business in the selected geographical area is displayed. The "topical information" is obtained from the Yellow Pages List Description

(YPLD) database. Nowhere in Dunworth et al. are shown the first and second attribute information and the advertisement data.

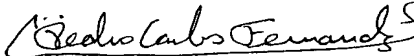
Moreover, nowhere in Dunworth et al. is shown or suggested an advertisement being displayed with a map after a correspondence between the business type in the map area (first attribute) and advertisement data (second attribute) is found.

Accordingly, it is respectfully submitted that independent claims 1, 9, and 16, and the claims depending therefrom, are patentably distinct over Dunworth et al.

Favorable reconsideration is earnestly solicited.

Respectfully submitted,

COOPER & DUNHAM LLP



Jay H. Maioli

Reg. No. 27,213

Pedro C. Fernandez

Reg. No. 41,741

JHM/PCF